

## Communications Committee Report

### 1. Proposed Committee Projects

- Co-chairs propose a partial repeat of 2000 audience research to learn what has changed re: audience perceptions of public health services. Have discussed repeat of telefocus groups and key informant interviews with Gilmore Research.
- Future focus will be to brand public health at the point of service. Propose on-site scan of public health agencies and community settings to identify opportunities for statewide point-of-service campaign.
- Use findings from audience research and community scan to develop and implement year 2 communications strategies.

### 2. Key Points

- Co-chairs have done some planning but have not convened committee due work demands. First meeting likely to be via conference call in June.
- Committee progress suffers due to lack of staff support. Heidi and Joan are in negotiations and hope to have something worked out by this summer.
- Public health brand in use across Washington State.

### 3. Any policy issues to bring forward – now, or anticipated for later?

- Not at this time

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